

CULTURAL TOURISM AND THE HUMANITIES

by James Quay
Executive Director
California Council for the Humanities

When you travel for pleasure or when you're deciding where to travel for pleasure, are your decisions influenced, at least in part, by the culture of your destination? Do you seek out cultural experiences such as heritage tours, museums, or arts performances? Do you sometimes wish that the tourist guides and pamphlets racks held more information about the history and heritage of your vacation destination?

If you answer yes to any or all of these questions, you are a cultural tourist, one of an expanding class of travelers whose travel is motivated entirely or in part by the desire to experience the arts, heritage, and special character of a place other than their home. In recent years, both the tourism industry and cultural institutions have begun to pay increasing attention to this kind of tourist and a national initiative is underway to study and promote this kind of tourism.

Cultural tourists are especially prized by the tourism industry because they tend to stay longer and spend more at their destinations. They're more likely to stay in hotels, have a higher income, and are more interested in shopping than the average tourist. Some studies indicate that as travelers age, they become more interested in educational opportunities, which has clear implications as the "baby

boom" generation ages and finishes putting its children through college.

On the other hand, cultural tourists are attractive to cultural institutions because they offer the promise of earned income at a time of insecure public funding for the arts and humanities at the federal level. A few figures suggest the possibilities: tourism is the second largest industry in the world. One-sixth of all tourism dollars spent in the U.S. are spent in California. During 1995, there were 51 million "person-trips" in California, of which 40 million were by California residents. Eight percent of these—more than 3 million—were visits to a cultural site.

Current National and State Initiative on Cultural Tourism

Culture and tourism begin as uneasy, even contentious partners. Cultural institutions like museums tend to be driven by missions and an urge to educate, while tourism is driven by markets and the profit motive. A marriage between the two is often driven by economic opportunity rather than natural affinity and, like any relationship, requires a lot of talking and listening to ensure understanding.

To encourage such conversations, a White House Conference on Travel and Tourism brought representatives of the tourism industry and government agencies like the National Endowment for the Arts (NEA) and the National Endowment for the Humanities

Places are best defined by their culture, by the stories born there and told there. A place is a destination with a story.

(NEH) together in October 1995 to explore a new working relationship. Subsequently, with funding from NEA, NEH, and the Institute for Museum Services (IMS), and the President's Commission on the Arts and the Humanities, six regional forums on cultural tourism were scheduled between November 1996 and mid-April 1997.

This past March, nearly 200 people from nine western states and three territories attended the "Far West Regional Cultural Tourism Leadership Forum" in Los Angeles. Nearly half of those attending were from California and, as might be expected, the forum's sessions were filled with calls for mutual respect, the building of trust, and forging of common vocabulary and values.

What's at Stake?

In his keynote speech, Mas Masumoto, farmer, writer, and CCH board member, contrasted the values inherent in the cultivation and marketing of his "microbrewed peaches" with those manifested by industrial grade peaches of agribusiness. He had to pay attention to winning the hearts and minds of his customers as well as attracting their dollars, and he urged the group to create "microbrewed places," places with stories, to compete with the usual tourist destinations.

"Cultural tourism" is sometimes contrasted with "heritage tourism" by those who wish to emphasize values such as authenticity, appropriate scale, collaboration, and local ownership. Sometimes the two terms are combined, as in "cultural heritage tourism," but whatever the term used, an important part of the planning process is a declaration of values to be honored in the enterprise. One of my favorites is that of the Oregon Heritage Commission, whose stated mission is "to secure, sustain, enhance, and promote Oregon's heritage by ensuring

COUNCIL-SUPPORTED DOCUMENTARY RECEIVES OSCAR NOMINATION

Tell the Truth and Run: George Seldes and the American Press, which received a Council grant for production in 1992, was one of five feature-length film documentaries nominated for an Academy Award this year. Produced and directed by Rick Goldsmith of Goldsmith Productions in Berkeley, the film chronicles the dramatic career of muckraking journalist Seldes (1891-1995) and examines censorship of America's press during the twentieth century.

The film is narrated by Susan Sarandon, with Ed Asner as the voice of Seldes' writing, and features commentary by Ben Bagdikian, Ralph Nader, Marian Seldes, and Nat Hentoff, among others.



Journalist and press critic George Seldes at his typewriter at age 89. Photo by R. Goldsmith.

In recent years, the Council has made grants to nine documentary films which have gone on to receive Oscar nominations. One of those, *Common Threads: Stories from the Quilt*, won the 1989 Academy Award for best feature-length documentary. Most of these films—and other award-winning documentaries supported by CCH—are part of the Council's Film and Speaker grant program. A new and expanded directory of the films available in this program will be published in late June. Non-profit organiza-

tions interested in bringing films for screening and discussion in their communities should write to Ralph Lewin at the Council's San Francisco office and request further information.

In this issue

California Exhibition Resources Alliance (CERA) ... page 2

The Council's museum program takes a new turn with a decision to fund the creation of a traveling California Sesquicentennial exhibition.

Motheread Expands ... page 3

Grants from three Los Angeles-area foundations help fund an ambitious expansion of the Council's family literacy program.

Humanities Calendar ... page 4

New Council Members Announced ... page 6

Lloyd Dennis, Claire Peeps, and Mary Walshok have joined the Council's Board.

Informational Sessions in Los Angeles ... page 6

New Benefits for Donors to the Council ... page 7

The California Council for the Humanities is a state-based affiliate of the National Endowment for the Humanities. The Humanities Network is published quarterly and mailed to anyone who requests it from the San Francisco office.

Continued on page six.

CALIFORNIA EXHIBITION RESOURCES ALLIANCE (CERA) UPDATE

As part of its efforts to lead the state's cultural community in the commemoration of the 150th anniversary of the Gold Rush (1848) and California statehood (1850), the Council through its museum program CERA (the California Exhibition Resources Alliance) will fund the creation of a California Gold Rush and Statehood Sesquicentennial traveling exhibition.

The exhibit will imaginatively employ the humanities to make compelling connections between the California of 1846-1850 and the California of today and to touch on three broad themes: the reasons people came and continue to come to California; the ways Californians sought and continue to seek community; the ways Californians envisioned and continue to envision the future of their community and state. Between January 1998 and December 2000, the exhibit will travel to 15 small and medium-sized CERA-member and affiliate museums throughout the state.

The creation of this Sesquicentennial exhibit marks an important turn in the continuing development of the Council's museum program. To date, CERA has placed exhibitions created elsewhere in its member and affiliate museums. In the future, CERA will also seek opportunities to shape the content of exhibitions so that they complement the Council's mission and use the humanities in innovative ways to explore topics of significance to Californians.



From "Produce for Victory," a CERA-sponsored exhibition from the Smithsonian Institution Traveling Exhibition Service (SITES). "Together We Can Do It," 1942 poster from the Oldsmobile Division, General Motors Corp. Photo by Richard W. Strauss, Smithsonian Institution.

CERA was formed with the support of the Skaggs Foundation in 1988 as a way of bringing three national exhibits to rural museums throughout the state. Between 1992 and 1994 CERA membership tripled and the program evolved into a national model for resource sharing among small and medium-sized museums. In 1994, the Council recognized the growing importance of CERA as a vehicle for engaging Californians in humanities activities and formally

adopted it as a program of the Council, creating a staff position to coordinate the effort. The alliance offers its nearly two dozen member-museums three essential services: economies of scale through block-booking high-quality touring exhibitions; assistance in developing local public humanities programs to supplement the traveling exhibitions; and professional development programs to increase the skill and knowledge of museum personnel.

Today most CERA museums are located in underserved and rural communities. Many of these museums are sustained by local governments or historical societies with limited resources. CERA's support and collaborative model enable these museums to function as vital cultural centers for their region. As Debra Argel, director of the Lompoc Museum, recently wrote: "Our relationship to CERA and the Council has helped to put our small museum on the map. The first [CERA] exhibit EARTH ANGELS was advertised in the *Los Angeles Times* and people drove from Los Angeles to see it. The museum hosted two citizenship classes that held their sessions at the exhibit. Our scholar, Devra Weber, attracted an audience of people that had never walked through our doors....PRODUCE FOR VICTORY drew record crowds. Our monthly attendance was ten times the [average] attendance during that period, since the

museum opened almost 26 years ago."

On July 18 a CERA meeting will be held in conjunction with the annual Conference of the California Association of Museums in Pasadena. CERA members and prospective members are invited to attend. The meeting will provide an opportunity for interested museums to learn more about CERA membership and programming in the next three years, as well as about the Council's Sesquicentennial programming. For more information, please contact Suzanne Guerra, museum program coordinator, at the Council's San Francisco officer (415/391-1474).



To complement each traveling exhibit, CERA commissions and distributes a brief historical essay about exhibition themes and issues. "A Wide Angle..." by photography historian Peter E. Palmquist accompanies the "Photography and the Old West" exhibition.

CERA EXHIBITION SCHEDULE

In 1997, five major exhibits, with accompanying public humanities programming will travel to 14 venues, reaching an estimated audience of more than 70,000 museum goers. The remaining tour sites, including some reaching into 1998, are listed here. Please also see the Spring Humanities Calendar on pages four and five.

BETWEEN TWO WORLDS: THE PEOPLE OF THE BORDER

In this exhibit, the dramatic black and white photographs by Don Bartletti examine the lives of migrant workers living on the U.S.-Mexico border and explore a long history of trans-border migration. Adapted for CERA by the Oakland Museum from a successful exhibition that received grant support from the Council in 1992.

Currently
Napa Valley Museum, St. Helena
707/963-7411

July 7 to September 28
Tulare Historical Museum, Tulare
209/686-2074

GUM SAN: LAND OF THE GOLDEN MOUNTAIN

Artifacts, documents and images drawn from all over the West, chart the historical and cultural contributions of the Chinese to the development of the American West during the past 100 year. Developed by the High Desert Museum in Bend, Oregon.

Currently
Healdsburg Museum
707/431-3325

June 1 to Aug. 24, 1997
Old Courthouse Museum, Santa Ana
715/834-2280

Sept. 6 to Dec. 14, 1997
Napa Valley Museum, St. Helena
707/963-7411

Jan. 3 to Mar. 31, 1998
Museum of History and Art, Ontario

JOSÉ GUADALUPE POSADA: MEXICAN PRINTMAKER

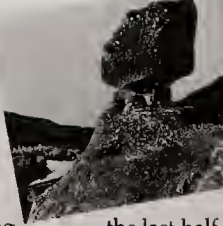
A self-taught artist who has been called the "printmaker to the people," Posada (1852-1913) chronicled the important social and political events of his day. This exhibition of 52 prints by Posada places the work in the context of pre-Revolutionary Mexico, and explores the lasting influence he has had on the imagery of Mexican and Chicano cultures. Organized by the Colorado Fine Arts Center.



Currently
Sonoma County Museum, Santa Rosa
707/579-1500

PHOTOGRAPHY AND THE OLD WEST

This exhibit includes 40 black-and-white photographs printed from vintage original negatives by photographers who worked in the American West during the last half of the 19th century. Often employed by government or business, the photographers documented the rapid settlement of the West and its effects on Native peoples and the natural landscape. Produced by ExhibitsUSA.



Currently
Clark Memorial Museum, Eureka
707/443-1947

Aug. 23 to Nov. 16, 1997
Community Memorial Museum of Sutter County, Yuba City
916/741-7141

Nov. 22, 1997 to Feb. 15, 1998
San Joaquin County Museum, Lodi
209/331-2057

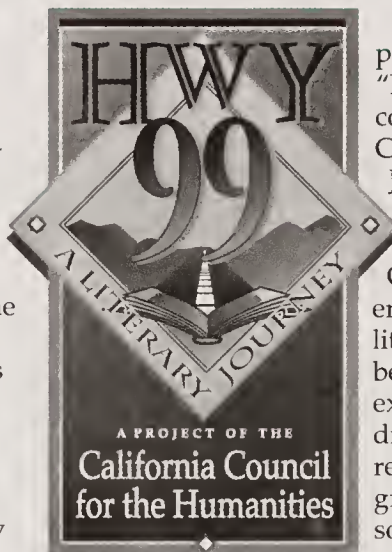
And four more venues in 1998.

FROM THE "HIGHWAY 99: A LITERARY JOURNEY" PHOTO ALBUM

As this issue of the newsletter goes to press, the "Highway 99: Writers in Conversation" programs are coming to an end, with appearances by Ernest J. Finney in Visalia, Richard Rodriguez in Sacramento, and Gerald Haslam in Bakersfield.

Earlier this spring, nearly 300 people filled the Fresno Art Museum's Bonner Theatre to hear poet Jean Janzen read from her works and discuss the writing life with scholar Carol Zapata-Whelan. In Chico, nonagenarian Harlen Adams was master of ceremonies as 500 people recognized the talents of school-age and adult winners in the "Highway 99: A Literary Journey" Writing Contest

and heard poet Gary Thompson read and discuss his award-winning poetry with folklorist and American studies scholar David Wilson. Then, on April 5 in Stockton, more than 800 people packed the University of the Pacific's Faye Spanos Concert Hall to hear writer Maxine Hong Kingston and her guest, Pos Moua, a young Central Valley poet from Merced, read from their creative works.



Although the planned events of the "Highway 99" project conclude in April, CCH assistant director Jeannie Mac Gregor, who directed the project for the Council, reports that enthusiasm for this literary journey has been so strong that she expects reading and discussion groups and related literary programs to continue for some time to come, some of them nurtured by Council minigrants.

A full account of "Highway 99: A Literary Journey" and its outcomes will appear in a future issue of this newsletter. For now, we offer a few images from Jeannie Mac Gregor's "Highway 99" photo album.

We invite you to contribute to the "Highway 99" photo album. If you have extra copies of images from project events that you'd like to share, please send them to Jeannie Mac Gregor at the Council's San Francisco office. Remember to include photo credit and caption information identifying yourself, the date and location of the photo, and the names of the people and/or a description of what is portrayed in the photo.



Fresno poet Jean Janzen (right) and local coordinator Lydia Kuhn from the Fresno County Free Library during the pre-program reception at the Fresno Art Museum on March 18.



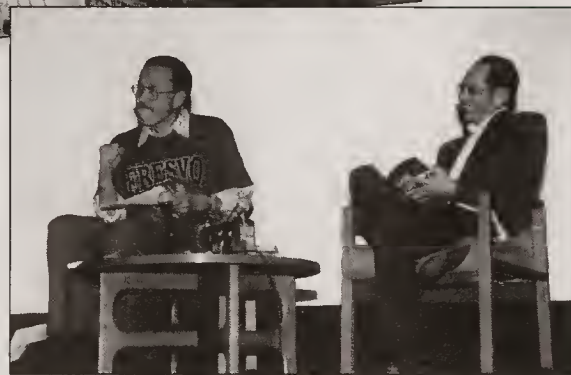
Andrea Metz, director of the Merced County Museum, anthology editor Stan Yogi, project coordinator Ann Andersen, and Merced coordinator Dee Near from Merced College Library pose during a reception after the reading in Modesto by David Mas Masumoto.



Maxine Hong Kingston.



A new Central Valley writer, Hmong poet Pos Moua, who lives and teaches in Merced, shared the stage with Maxine Hong Kingston in Stockton on April 5.



Poet Lawson Fusao Inada and scholar Cheng Lok Chua in conversation at Merced College Theater on October 27.

THREE LOS ANGELES AREA FOUNDATIONS, INCREASE SUPPORT FOR MOTHEREAD

MOTHEREAD, the Council's Los Angeles County-based family literacy program, plans to serve its 1000th family this year, and three Los Angeles area foundations that were early supporters of the program have increased the size of their awards to help MOTHEREAD achieve its ambitious goal.

The ARCO Foundation, which originally gave \$5000 in 1993 to support the development of MOTHEREAD in Los Angeles, has pledged \$10,000 to the program this year. The Ralph M. Parsons Foundation has added a gift of \$40,000 to its original 1993 award of \$25,000. The Joseph Drown Foundation, which gave \$20,000 in 1993 and again in 1994, has increased its award to \$25,000 for 1997. Combined with additional funding currently being sought, these gifts will enable the Council to bring MOTHEREAD to 400 additional families in Los Angeles County during 1997 and to increase its

outreach efforts and provide a base for further expansion in coming years.

MOTHEREAD's award-winning curriculum was developed by educator Nancy Gaj in North Carolina, where it was first used to help women prisoners improve their relationships with their children. The program uses the reading and discussion of children's literature as a way of encouraging parents and children to explore and personalize the meaning of stories, thus creating a positive connection to literacy, the world of ideas, and the wider realms of the imagination. Based on a socio-contextual learning philosophy, the intergenerational family literacy program has since been adapted to a wide variety of environments and populations.

In 1993, the California Council for the Humanities introduced MOTHEREAD to Los Angeles as a Council response to the conditions

that led to the 1992 civil unrest. Hoping to address some of the city's social and educational problems by strengthening learning opportunities for families, the Council's MOTHEREAD program currently works in partnership with fourteen non-profit and government social service agencies to reach low-income families throughout the county.

Since 1993, when the pilot project served 62 families, the program has grown every year. In 1996 MOTHEREAD served 324 families, a 31 percent increase over the previous year, and the graduation rate (completion of 20 program hours) increased from 64 percent in 1995 to 82 percent in 1996. In addition, the MOTHEREAD parent groups, which meet weekly, have been supplemented by "Storysharing," a program in which trained storysharers read a story to a group of children and conduct a discussion or activity

designed to reinforce understanding of the story. Storysharing was added to the program in 1995 with funding and volunteers from the Junior League of Pasadena, which continued its commitment in 1996.

In 1997, MOTHEREAD plans to train at least 20 new group leaders and reach 400 additional families. It will continue its efforts to develop a special bi-lingual curriculum, breaking new ground in addressing the cultural and literacy needs of Latino parents and children. Finally, it will seek at least five new social service partner agencies to enhance its level of service.

Individuals and organizations interested in learning more about the California Council for the Humanities Los Angeles area MOTHEREAD program should contact Debra Colman, MOTHEREAD program coordinator, in the Los Angeles office (213/623-5993).

HUMANITIES

SPRING Calendar

The public humanities programs listed on these two pages received funding support from the California Council for the Humanities. Please note that the dates and times should be confirmed with local sponsors. These listings are often provided to the Council well before final arrangements are made.

Please also check the monthly calendar listings on the Council's web site at <http://www.calhum.org/>.

EXHIBITS

Through May 11 "Gum San: Land of the Golden Mountain" is a California Exhibition Resources Alliance (CERA)-sponsored exhibit of artifacts, historical photographs and other documents examining the presence and importance of the Chinese in the region's history. At the Healdsburg Museum, 221 Matheson Street, Healdsburg. Please call 707/431-3325 for additional information.

Through June 8 "A Hundred Years of José Guadalupe Posada" is a CERA-sponsored exhibit of the 19th century Mexican social and political satirist's graphic works. At the Sonoma County Museum, 425 Seventh Street, Santa Rosa. Please call 707/579-1500 for more information.

Through June 29 "Between Two Worlds: The People of the Border" is a CERA-sponsored exhibit of photographs by Don Bartletti that offer multiple perspectives on border life and on issues of migration. At the Napa Valley Museum, 473 Main Street, St. Helena. Please call 707/963-7411 for more information.



From the "Between Two Worlds" exhibition. "Roots In Mexico, Tonalá, Oaxaca, Mexico, May 4, 1992. The octogenarian parents of Wilfredo Ramirez and the generations before them never left Mexico for the North as have their children. Farmers in Mexico all their lives, they symbolize the classic strength of old Mexico." Photo by Don Bartletti.



From "Memory and Imagination." Star Woman by Frank Day, ca. 1973-75. Oil on Canvas, 20 x 24 in. From the Collection of Gladys Nilsson and Jim Nutt.

Through July 20 "Memory and Imagination: The Legacy of Maidu Indian Artist Frank Day" is an exhibition featuring more than 50 paintings by self-taught Konkow Maidu artist Frank Day (1902-1976), who played a major role in the revitalization of Native American ceremonialism in Northern California. At the Oakland Museum, 1000 Oak Street, Oakland. 510/238-2200.

Through Aug. 8 "Diamonds in the Rough: Japanese Americans in Baseball" is a traveling exhibit of rare photographs, personal artifacts, and historical documents about Japanese Americans in baseball. At the California State Capitol Museum, State Capitol, Room B-27, Sacramento. 916/324-0312.

Through Aug. 15 "Photography and the Old West" is a CERA-sponsored exhibition of historical photographs by 19th and 20th century photographers, many of whom came west to record official government geographical and geological explorations and, later, the development of the railroads and other commercial enterprises. At the Clarke Memorial Museum, Third and E Streets, Eureka. 707/443-1947.

Through Aug. 24 "Isn't S/He a Doll? Play and Ritual in African Sculpture" is a comprehensive exhibit surveying 200 works from 24 African countries and exploring functions of African figurines, or dolls, as playthings, ritual objects for ceremonies of initiation, marriage, fertility and death, and as collectors' items. At the UCLA Fowler Museum of Cultural History, UCLA campus, Los Angeles. 310/825-4361.

May 3 - 31 "The Bonds of Labor" is an exhibit of photographs and documents related to oral histories of Bayview residents who worked at the Hunters Point Shipyard during World War II. Hunters Point Shipyard Building 101-1317, San Francisco. Call 415/822-0922 for more information.

May 24 - June 30 "Pass, Past and Present: The Changing Face of Cajon Pass" is a traveling exhibition of photographs examining the changing landscape of the Pass and Americans' ability to reshape the landscape. At the High Desert Center for Photographic Studies, Victor Valley College, Victorville. 619/245-4271, ext. 423 for more information.



Cajon Pass, from "Pass, Past and Present." Photo by Frank Foster.

June 1 - Aug. 24 "Gum San: Land of the Golden Mountain" is a CERA-sponsored exhibit of artifacts, historical photographs and other documents examining the presence and importance of the Chinese in the region's history. At the Old Courthouse Museum, 211 West Santa Ana Blvd. 25, Santa Ana. Please call 714/834-2280 for additional information.

July 7 - Sept. 28 "Between Two Worlds: The People of the Border" is a CERA-sponsored exhibit of photographs by Don Bartletti that offer multiple perspectives on border life and on issues of migration. At the Tulare Historical Museum, 4444 West Tulare Avenue, Tulare. Please call 209/686-2074 for more information.

EVENTS

Apr. 29 "South Central Los Angeles: Inside Voices," a documentary film by and about Korean Americans, African American, Caucasians and Latinos living and working in the areas most affected by the L.A. riots will premiere on Showtime today, the fifth anniversary of the riots. Check local listings for exact time.

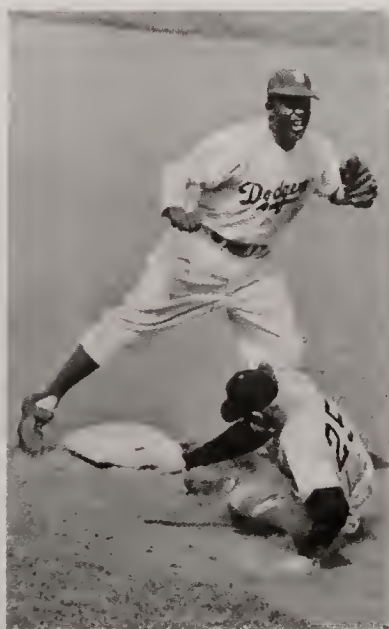
May 3 "Eastern Arts: Afghan Music and Culture" is a panel discussion and musical demonstration led by scholars Sher Ahmad, Dr. Lloyd Miller and Katherine St. John. Fremont Public Library, Stevenson and Fremont Blvd., Fremont. Call 510/651-5894 for time and other details.

May 3 "Ride the High Country" (1962) will be screened, followed by a discussion led by visiting scholar JoAnne Levy about the role of women in the Gold Rush. Part of the "California Chronicle: Through the Lens of Hollywood" film and discussion series. 2 p.m. Wells Fargo Theater, Autry Museum of Western Heritage, 4700 Western Heritage Way, Los Angeles. 213/667-2000.

May 3 A performance of Marita Bolles' sociopolitical musical piece "Rant" will be followed by a discussion led by scholar and critic Jeff Neisel examining themes of racism and the militia movement that are dealt with by the piece. 8 p.m. Forum for Arts & Culture, 301 Spruce Street, San Diego. 619/295-0301.

May 12 "Americans and the California Dream" is a lecture by historian Dr. Kevin Starr, state librarian of California. 8 p.m. Lompoc Museum, 200 South H Street, Lompoc. 805/736-3888.

May 17 "The Life and Achievement of Jackie Robinson" is a lecture by Rick Moss, history curator at the California African American Museum. Moss will explore Robinson's life within the context of his era, examining issues of segregation and racism, as well as the way such American values as individual rights, equality and personal accomplishment influenced Robinson. 10 a.m. Pasadena Central Library. Contact Tom Coston at 818/449-3689 for additional information.



Jackie Robinson

May 24 "Pass, Past and Present: The Changing Face of Cajon Pass" is a slide/lecture about the history of the Cajon Pass, presented in conjunction with the opening of the exhibit. At the High Desert Center for Photographic Studies, Victor Valley College, Victorville. 619/245-4271, ext. 423 for more information.

May 24 The "Cosanoan Ohlone Ethnobotanical Interpretive Exhibit" opens today with a speakers panel and other public events. 10 a.m. to 4 p.m. Indian Canyon Ranch, near Hollister. 408/457-9338 for more information.

June 1 A public lecture by archeologist and social anthropologist Paul Chace will explore the history of the Chinese in California. Held in conjunction with the CERA-sponsored "Gum San" exhibition. 2 p.m. Old Courthouse Museum, 211 West Santa Ana Blvd. 25, Santa Ana. 714/834-2280.



From the "Gum San" exhibit. Field hands, Sacramento Delta. Until Chinese labor diked the river and drained the tule swamps beginning in 1850, the Sacramento Delta, now one of the world's richest agricultural areas, was an uninhabitable marsh. By the late 1860s, thousands of Chinese agricultural workers labored in the area. Image courtesy of the Henry E. Huntington Library and Art Gallery and the High Desert Museum.

June 7 "Immigrant Workers in the Los Angeles Garment Industry Today" is a lecture by Edna Bonacich, professor of sociology and ethnic studies at UC Riverside. 10:30 a.m. Robinson's Building, 7th Street, Los Angeles. 213/466-6232 for more information.

June 7 "Wells Fargo" (1937) will be screened, followed by a discussion led by visiting scholar Lucinda Luther about the influence of the Wells Fargo Co. in stagecoach, mail, and banking industries during the 1850s. Part of the "California Chronicle: Through the Lens of Hollywood" film and discussion series. 2 p.m. Wells Fargo Theater, Autry Museum of Western Heritage, 4700 Western Heritage Way, Los Angeles. 213/667-2000.

June 21 As part of the Playwrights Project's "Spotlight on Four Angelinos" programs, the lives of Kimi Kawamura, a dance instructor who survived the atomic bomb at Hiroshima, and Felicimas Hays, a Filipino American storyteller who left business and family to emigrate at age 50, will be dramatized by Denise Uyehara and Emily Chase. Dr. Linda España-Maram of UC San Diego's ethnic studies department and sociologist Dr. Judith Richlin-Klonsky, an expert on aging and on oral history, will explore themes and issues related to these women's lives in Los Angeles. 1 p.m. Angelus Plaza, 255 South Hill Street/Los Angeles. 310/273-6694.

June 24 "Mulholland's Dream," the first of four segments in the CCH-funded "Cadillac Desert" documentary about water and the transformation of nature, premieres tonight on public television. This broadcast illustrates the astonishing story of William Mulholland's successful efforts to buy a river and transport it across the Mojave Desert to bring water to a thirsty Los Angeles. The other segments are: "The American Nile" (July 1); "The Mercy of Nature" (July 8); and "Last Oasis" (July 15). Local broadcast dates and times may vary; check your local listings.

July 5 "California" (1963) will be screened, followed by a discussion led by visiting scholar Martin Ridge about the facts and the myths surrounding events leading to California's statehood. Part of the "California Chronicle: Through the Lens of Hollywood" film and discussion series. 2 p.m. Wells Fargo Theater, Autry Museum of Western Heritage, 4700 Western Heritage Way, Los Angeles. 213/667-2000.

July 19 As part of the Playwrights Project's "Spotlight on Four Angelinos" programs, the lives of 80-year-old Watts resident Gladys Bankhead, "Amazing Gladys," and Kimi Kawamura, a dance instructor who survived the atomic bomb at Hiroshima, will be dramatized by Joyce Guy and Denise Uyehara. California African-American Museum history curator Rick Moss and sociologist Dr. Judith Richlin-Klonsky, an expert on aging and on oral history, will explore themes and issues related to these women's lives in Los Angeles. 1 p.m. California African-American Museum, 600 State Drive, Exposition Park, Los Angeles. 310/273-6694.

July 31 "Blood, Sweat and Tears" is a panel discussion exploring the relationship of art to modern politics, war, and protest using posters and memorabilia from the Spanish Civil War and other cases of civil strife as examples. Panelists include Dr. Robert Rosentstone, Abe Osheroff, Carol Wells, Dr. Shirley Mangini, and Mike Davis. Held in conjunction with three exhibitions of political art. Track 16 Gallery, Bergamot Station, Santa Monica. 310/476-6275 or 213/653-4662 for more information.

Aug. 2 "The Women's Trade Union League in New York and Los Angeles: An Organizing Model from the 1920s" is a lecture about the history of the garment industry by Rebecca Mead, doctoral candidate in history, UCLA. 10:30 a.m. Robinson's Building, 7th Street, Los Angeles. 213/466-6232 for more information.

Humanities News

New Council Members Announced

The Council has selected three new members to the Council board. The new members began their three-year terms in March at the Council's annual board retreat.

Lloyd B. Dennis is president and founder of the public affairs and public relations consulting practice, Dennis & Associates. His previous experience includes serving as executive director of public affairs at the Los Angeles Department of Water and Power, the nation's largest municipal utility; senior vice president and director of public affairs at First Interstate Bank of California, the nation's 13th largest bank. He was also a member of the California Council for the Humanities previously, from 1982 to 1986. Dennis has published extensively on issues of public affairs, public relations, public policy and philanthropy. He teaches "Public Relations in Practice" at UCLA Extension and edited



Public Affairs in an Era of Change, published in 1996. Dennis received his B.A. from Boston University's School of Communication. He holds an M.A. from American University, Washington, D.C.

Claire Peeps is the executive director of the Durfee Foundation, a private charitable foundation that supports projects in arts and culture, education and community development in Southern California. A graduate of Stanford University and the University of New Mexico, Peeps previously served as associate director of the Los Angeles Festival. Over the past fifteen years, she has served as consultant, staff and/or board member to a wide range of institutions, including ARTS Inc., the J. Paul Getty Center, the Ansel Adams Center, the San Francisco Art Institute, and The Music Center of Los Angeles County.



Mary Walshok is associate vice chancellor - Extended Studies and Public Service and adjunct professor in the Sociology Department at UC San Diego. In this capacity, she is responsible for the university's self-funded continuing education and outreach programs, the university's television station, as well as extension centers in North County and downtown San Diego. Walshok received her B.A. from Pomona College and her M.A. and Ph.D. in sociology at Indiana University. She is the author of numerous book chapters and articles on education and the world of work, as well as the book, *Blue Collar Women*, published by Anchor/Doubleday. Her second book, *Knowledge Without Boundaries: What America's Research Universities Can Do for the Economy, the Workplace, and the Community*, was published by Jossey-Bass in 1995.



Council Meets in San Francisco in June

The California Council for the Humanities' quarterly meeting will be held in downtown San Francisco on June 6. The exact location and time of the meeting had not been determined at press time. For further information, please contact the Council's San Francisco office.

Felicia Harmer Kelley Joins Council Staff

Felicia Harmer Kelley has been hired as the Council's new Los Angeles area program officer. She joined the staff on February 10.



Kelley received a B.A. in politics from UC Santa Cruz and an M.A. and Ph.D. in international relations from the University of Southern California. Before joining the Council she was a grant writer with the Office of Research and Sponsored Programs at CSU Los Angeles. She previously served as co-administrator of the California International Studies Project Los Angeles site and center administrator of the United Nations Association of the USA in Pasadena. Her teaching experience includes positions as assistant professor in the global studies program of Immaculate Heart College Center and instructor in the political science department at the University of Judaism in Los Angeles. Kelley is a lifelong resident of Los Angeles.

Los Angeles Council Office Offers Informational Sessions

Grant seekers and people interested in learning more about the Council's activities, programs and projects are invited to attend one of the following information sessions in the Council's Los Angeles office.

Friday,	May 23	10 a.m. to Noon
Friday,	June 27	10 a.m. to Noon
Monday,	July 21	10.am. to Noon

These sessions are free but advance registration is required. Please call program officer Felicia Kelley at 213/623-5993 to register and confirm date and location.

Additional informational sessions will be conducted throughout the Los Angeles region during the year. For details on these sessions, please contact Felicia Kelley at the phone number listed above.

Internships Available

The Council has a number of internship opportunities available for undergraduate and graduate students in the humanities disciplines. These opportunities exist in all three of the Council's offices. To find out more, interested students should contact Amy Rouillard in San Diego (619/232-4020), Debra Colman or Felicia Kelley in Los Angeles (213/623-5993) or Alden Mudge in San Francisco (415/391-1474).

CULTURAL TOURISM AND THE HUMANITIES *Continued*

coordination of heritage initiatives by public and private organizations, advocacy for all levels of support on its behalf, education of the public about its extent and value, and promotion and celebration of its diversity."

Where the travel industry might speak of destinations and their attractions, the humanities tend to speak of places and their power. CCH believes places are best defined by their culture, by the stories born there and told there. A place is a destination with a story.

California Initiatives

Californians often resent the assumption that the nation's "culture" is located primarily in a corridor between Boston and Washington D.C. In cultural

tourism, however, California is taking the lead. Three of four American cities with cultural tourism directors are in California: Los Angeles, San Diego, and San Francisco. These three cities were recently awarded a \$150,000 NEA grant for a two-year effort to develop 16 themed cultural itineraries in each city. The itineraries will be printed in four languages—English, German, Japanese, and Spanish—and will be created with the help of community committees.

What about the rest of the state? The California caucus at the Far West forum suggested that a coalition for cultural tourism be created that meets regularly, whether at the local, regional, or state level. The California Arts Council, the

California Council for the Humanities, the state Division of Tourism, and the Office of Historic Preservation of the Department of Parks and Recreation were asked to initiate action to create a coalition at the state level.

This group has an initial agenda (1) to inventory existing research materials and methods, to assess needs for further research; (2) to identify core values in cultural tourism (cultural integrity and community involvement, for example); (3) to create a communications vehicle; and (4) to investigate funding.

In addition, the Division of Tourism has agreed to put a representative from the cultural community on its marketing

advisory committee; and all of those attending agreed to put cultural tourism on the agenda of their respective associations and their conferences.

We at the Council see the promotion of cultural heritage tourism as a facet of our mission to strengthen community life in California and foster multicultural understanding. If you or your institution have a particular or potential interest in cultural tourism, I ask that you write to me at the Council. The recent discussions in Los Angeles and the pending discussions in Sacramento represent the beginning of a process that I hope will include every community in California.

Development News

New Benefit for Friends of the Humanities Donors of \$100 or More: Council Board and Alums Contribute Own Works as Donor Premiums

STRENGTHEN HUMAN TIES FOR ALL CALIFORNIANS WITH YOUR ANNUAL FUND DONATION

☐ I wish to join the Friends of the Humanities and receive the benefits listed below:

- ☐ \$ 25 Thanks in our *Humanities Network* newsletter.
- ☐ \$ 50 Also: Thanks for our *Biennial Report*
- ☐ \$ 75 Also: Thomas Jefferson audio tape.
- ☐ \$100 Also: Free book or video from accompanying list.
First choice _____ Second choice _____ Third choice _____
- ☐ \$250 Also: Personal invitation to Council event in your area.
- ☐ \$ _____ Your gift of any size matched by the NEH!

☐ Here's \$10 to keep the newsletter free to all Californians who request it.

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HUMANITIES

Your annual fund donation makes a difference! It underwrites priority needs though a full range of current programs, from our pace-setting grants to the Council's own community projects like MOTHEREAD, Highway 99 and our museum alliance. Donate \$25 or more and you'll be thanked in the next newsletter as a *Friend of the Humanities*.

New thank you gift for donors of \$100 or more: Your choice of a humanities book or video. Most have been donated by current and former Council board members, and many titles are inscribed by the authors. (Current board members are marked with a single asterisk*, Council "alumni" with a double asterisk**.) Quantities are limited. On the coupon, please indicate your 1st, 2nd and 3rd choices using the key numbers printed here. Call or write the Development Officer in the San Francisco office to request fuller descriptions.

EXHIBITION CATALOGUES

A1
The Fine Art of California Indian Basketry
Introduction and Text by Brian Bibby

A2
Remember Your Relations: The Elsie Allen Baskets, Family and Friends
Suzanne Abel-Vidor**, Dot Brovarney and Susan Billy

POETRY

B1
Camp Notes and Other Poems
Mitsuye Yamada**

B2
Desert Run: Poems and Stories
Mitsuye Yamada**

B3
Two volumes of poetry by John Berutti**:
Dreams Don't Make Noise When They Die and
Wise Men and Fools

HISTORY, BIOGRAPHY, PHILOSOPHY, ETHNIC STUDIES

C1
Gladstone: A Progress In Politics
Peter Stansky**

C2
Orwell: The Transformation
Peter Stansky** and William Abrahams

C3
Redesigning the World
Peter Stansky**

C4
The Unknown Orwell
Peter Stansky** and William Abrahams

C5
Chicanos in a Changing Society: From Mexican Pueblos to American Barrios in Santa Barbara and Southern California, 1848-1930
Albert Camarillo**

C6
In Search of Human Nature: The Decline and Revival of Darwinism in American Social Thought
Carl N. Degler**

C7
When Jesus Came the Corn Mothers Went Away: Marriage, Sexuality, and Power in New Mexico, 1500-1846
Ramón A. Gutiérrez**

C8
Puzzles About Art: An Aesthetics Cookbook
Margaret P. Battin, John Fisher, Ronald Moore and Anita Silvers**

C9
On Nineteen Eighty Four
Peter Stansky**

C10
I Heard It Through the Grapevine: Rumor in African - American Culture
Patricia Turner*

C11
One Day, One Dollar: The Chinese Farming Experience in the Sacramento River Delta, California
Peter C.Y. Leung

C12
Women, Knowledge, and Reality: Explorations in Feminist Philosophy
Edited by Ann Garry** and Marilyn Pearsall

C13
Twenty Years on the Pacific Slope: Letters of Henry Eno
W. Turrentine Jackson**

C14
Wagon Roads West
W. Turrentine Jackson**

C15
Place Over Time: The Continuity of Southern Distinctiveness
Carl N. Degler**

FICTION AND DRAMA

Novels by Sharleen Cooper Cohen*

D1
The Day After Tomorrow

D2
Innocent Gestures

D3
Lives of Value

D4
Love, Sex & Money

D5
Marital Affairs

D6
The Men In My Life
James D. Houston**

D7
Sowing Ti Leaves: Writings By Multi-Cultural Women
Mitsuye Yamada**

D8
Two volumes of plays by Federico Garcia Lorca
The Rural Trilogy: Blood Wedding, Yerma, The House of Bernarda Alba and
Dona Rosita the Spinster
English translation by Carmen Zapata** and Michael Dewell

D9
Highway 99: A Literary Journey Through California's Great Central Valley
Anthology edited by Stan Yogi

DOCUMENTARY FILMS ON VHS VIDEO

E1
The Lemon Grove Incident
Produced and written by Paul Espinosa**

PUBIC POLICY

F1
Practical Public Affairs in An Era of Change: A Communications Guide for Business, Government, and College
Edited by Lloyd B. Dennis*

CALIFORNIA COUNCIL FOR THE HUMANITIES

The humanities explore human histories, cultures and values. They inform the conversations that are vital to a thriving democracy. They constitute our most important human inheritance.

The purpose of the California Council for the Humanities is to create a state in which all Californians have lifelong access to this shared inheritance. The Council is governed by a volunteer board drawn from leaders in public and academic life. It is an independent state affiliate of the National Endowment for the Humanities (NEH) and operates as a public-private partnership rather than a government agency.

The Council creates and supports public humanities programs throughout California. These include California Exhibition Resources Alliance (CERA), which provides administrative support and a means for sharing exhibits among members of a statewide network of small museums; Mathread, a family reading program in Los Angeles; Humanities Online, a world wide web project providing scholar-led discussions via e-mail and hypertextual links to cultural calendars and humanities resources of interest to the online community; publications distributed to libraries, scholars, and the public; and, in 1997, "Highway 99: A Literary Journey," a first-ever, large-scale public exploration of writers and writing from California's Great Central Valley.

The Council also conducts a competitive grants program. Since 1975, it has awarded nearly \$13 million to over 1,700 non-profit organizations, enabling them to produce exhibits, film and radio programs, and lecture series and conferences on topics significant to Californians.

The Council is an independent, not-for-profit organization. It is supported by grants from NEH, corporations and foundations, and by contributions from individuals. It receives no state funds.

Major grant proposals are due on April 1 and October 1. Quick grants—proposal planning grants, minigrants, and film-and-speaker grants—are accepted on the first day of each month. Interested non-profit organizations should request a copy of the Guide to the Grant Program from the San Francisco office.

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Director of Communications

NEXT PROPOSAL DEADLINE: October 1, 1997

Proposals must conform to the 1997-1999 *Guide to the Grant Program*. Send 15 copies to the San Francisco office by the due date.

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312 Sutter Street
Suite 601
San Francisco, CA 94108
415/391-1474

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Suite 702
Los Angeles, CA 90015
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